From the Desk of Ruth E. Gibbons



5

OFFICE: 352-8762

September 20, 1976

Mr. Ben Soloman, Director Human Services Department City of El Centro

Dear Ben:

Sorry I missed you the afternoon I used the apartment listings.

It certainly saved me a lot of time. Mrs. Lawrence needed a

2 bedroom unfurnished apartment near town and under \$200.

By five that evening I was able to get a new (6 months old)

apartment for her at 663 Orange.

As a professional volunteer I'm interested in knowing the other services available through your department.

I appreciate your help and wish you much success.

Sincerely,

Mrs. Richard P. Gibbons, Sr.

76 04384

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CITY OF EL CENTRO

PART II

HUMAN SERVICE INFORMATION CENTER PROGRAM PLAN

by
BENJAMIN J. SOLOMON
ADMINISTRATIVE ASSISTANT
FALL OF 1976





CITY HALL

1275 NORTH MAIN STREET

EL CENTRO, CA 92243

(714) 352-9440

In order for careful planning to be undertaken a house to house survey was necessary on a City-wide basis.

This inventory was obtained through a field survey conducted by six,
Y.E.S. Students, staffed by the City of El Centro under the direction of the
Administrative Assistant during the summer of 1976.

The survey concerned itself with both, a) finding out what the resident wanted and expected from the City, b) who should finance new programs or where should the money come from.

For the purpose of the survey, the City was divided into nine planning areas, (see Appendix A). Data was collected, tabulated and analyzed for each area surveyed.

Pertinent information gathered, included: What per cent of the City residents through the City, should apply for more federal funded job programs. Does the City need more housing and apartments? If so, how many bedrooms? And does the City need a public pool?

The Planning Department indicated that the housing survey for El Centro totaled 6.659 units as of February 1972.

Commentary of Individual Planning

In order to study the City Program toward community pride projects, it was necessary to divide the City into nine logical planning areas; where there was a reasonable degree of homogeneity either as to the age, the condition of building or the use of the land.

"Where The Sun Shends The Winter"

Area #1

Area #1 is located in the northeast corner of the City of El Centro, bounded by the railroad on the West Dogwood on the east, San Diego Avenue on the south and Villa Avenue on the north.

Area #2

Area #2 is located southeast corner of the City, bounded by Dogwood Rd. on the east, Adams Avenue on the north, the railroad on the west and Ross Avenue on the south.

Area #3

Area #3 is located in the southern most portion of the City bounded on the north by Ross, on the south by Interstate 8 and west and east by City Limits.

Area #4

This area is located on the western side of the City, bounded on the west by the City Limits, on the south by Ross Avenue, on the east by Imperial Avenue. and on the north by Brighton.

Area #5

Area #5 is located in the south central part of the City, bounded on the east by railroad south by Ross Avenue, north by Brighton Avenue and west by Eighth Street.

Area #6

Area #6 is bounded by railroad on the east. Woodward Avenue on the north, Brighton Avenue on the south and Eighth Street on the west.

Area #7

Area #7 is located in the north central part of the City. It is bounded by Eighth Street on the east. Woodward Avenue on the north, Brighton Avenue on the south and Imperial Avenue on the west.

Area #8

Area #8 is bounded by railroad on the south, La Brucherie Road on the west, Eighth on the east, and the City Limits to the north.

Area #9

Area #9 is between La Brucherie Road and Imperial between Brighton and San Diego railroad track.

The following questionnaire is a copy of what each at home residents fill out during Part One of the field survey.

Dear Resident:

Please	select i	from t	he 30	items	listed	below	the 10	that	you	think
represent a	major ne	eed fo	r the	City o	of El Ce	entrov				

represent	a major need for the City of El Centro
Place	a (1) to the left of the item you feel to be the most importan
Place	a (2) to the left of the second most important item, etc.,
1.	Housing
2.	Additional Recreation Programs and Park Facilities
	name type
3.	
4.	
5.	Family Planning Clinic
6.	
7.	Family or Individual Financial Counseling
8.	Consumer Education and Consumer Complaints
9.	Nutrition Program for Senior Citizens
10.	Health Referral Station
11.	Child Health Clinics
12.	Mental Health Screening
13.	Referral Service for Job Training
14.	Job Opportunities
15.	Programs for Senior Citizens
16.	Youth Counseling for Delinquent Children
17.	Drug/Alcohol Counseling
18.	Jobs for Juveniles
19.	Transportation for Senior Citizens
20.	Meals-on-Wheels Program for shut-ins and the elderly
21.	Subsidizing Private Cab Company on rides for Senior Citizens
22.	Jobs for Senior Citizens
23.	Reduce Legal Assistance for the Poor and Senior Citizens
24.	Aid to the Blind
25.	Aid to the Permanently and totally disabled

Aid to the Permanently and totally disabled

Crisis Intervention

26.

27.	Environmental Prote	ection			
23.	Income Maintenance Food Stamps)	(Pension Funds,	Social Secu	rity, ATOC,	
29.	Library Services	Colonia de la colonia			
30,	Civil Rights		101		
Other Comment	:s:				

Thank you for your ecoperation,

B. J. (Ben) Solomon

Administrative Assistant and Ruman Service

The objective of this report is to support the City Council in determining the most appropriate programs for all the citizens of El Centro. To allow citizens to verbalize their feelings about those things which they think make for a higher quality of life in El Centro.

The 30 items listed above were used for the first part of the field survey. Residents were asked to selected any 10 items that they thought represented a major need for the City of El Centro. The figures below and to the left of each number indicated the number of vote that items receives totally during Part One of the survey.

465	1.	HOUSING
388	2.	ADDITIONAL RECREATION PROGRAMS AND PARKS FACILITIES
342	3.	DAY CAME
305	4.	YOUTH CLINICS
270	5.	FAMILY PLANNING CLINIC
349	6.	ADULT EDUCATION CLASSES
229	7.	FAMILY PLANNING CLINIC
229 215	8.	CONSUMER EDUCATION AND CONSUMER CONFLAINTS
249	9.	NUTRITION PROGRAM FOR SENIOR CITIZENS
193	10.	HEALTH PEFERRAL STATION
384	11.	CHILD HEALTH CLINICS
287	12.	NENTAL HEALTH SCREENING
316.	13.	REFERRAL SERVICE FOR JOB TRAINING
612	140	JOB OPPORTUNITIES
243	15:	PROGRAMS FOR SENIOR CITIZENS
414	16.	YOUTH COUNSELING FOR DELIQUENT CHILDREN
472	17.	DRUG/ALCOHOL COUNSELING

585 18.	JOBS FOR JUVENILES
260 19.	TRANSPORTATION FOR SENIOR CITIZENS
329 20.	MEALS-ON-WHEELS PROGRAM FOR SHUT-INS AND THE ELDERLY
116 21.	SUBSIDIZING PRIVATE CAB COMPANY ON RIDES FOR SENIOR
	CITIZENS
263 22.	JOBS FOR SENIOR CITIZENS
168 23.	REDUCE LEGAL ASSISTANCE FOR THE POOR AND SENIOR
	CITIZENS
233 24.	AID TO THE BLIND
369 25. 113 26.	AID TO THE PERMANENTLY
	CRISIS INTERVENTION
227 27.	ENVIRONMENTAL PROTECTION
224 28.	INCOME MAINTENANCE (PENSION FUNDS, SOCIAL SECURITY,
	ATDC, FOOD STAMPS)
170 29.	LIBRARY SERVICES
154 30.	CIVIL RIGHTS

The total number at home residents, (21 or over) that participated in Part I of the survey: was 1,013.

The break down for the top five from each of the nine areas during Part I of the survey was listed by area on Appendix B.

The objectives in listing the top five in each area, is to define each dilemma and develop a program for implementing aimed at achieving neighborhood awareness.

Because Part I of the survey dealt with name titles, I feel it was necessary to establish a Part II to this survey. Part II would then broaden each of the name titles, by asking exclusive and meaningful questions.

The following 10 name items, would be used in Part II of the survey, because they received the most votes from the at home residents that participated in Part I of the survey, (the top 10 are listed in the order, they received their votes).

- 1. Job Opportunities
- 2. Jobs for Juveniles
- 3. Drug/Alcohol Counseling
- 4. Housing and Apartments
- 5. Youth Counseling for Delinquent Children
- 6. Additional Recreation Program & Park Facility
- 7. Child Health Clinic
- 8. Aid to the Permanently and Totally Disabled
- 9. Day Care
- 10. Adult Education Classes

By breaking this survey into two parts, I believe that the residents will be able to voice in depth their desires for the community.

Part II of the survey was divided into the same nine planning areas as Part I. This section of the survey would read as follows:

Dear Resident:

Please select from the 10 items listed below the 5 that you think represent a major need for the City of El Centro.

Job	Opportunities -		
A.	Should the City encourage industry to locate in El Centro?	Yes _	3
В.	Do you feel we need more job training? If so, what kind?	Yes _	_ 1
	•		
c.	Should the City of El Centro apply for more Federal funded job programs?	Yes _	_ 1
Job	for Juveniles		
A	Should the City of El Centro apply for more Federal funded job programs for youth?	Yes _	_ 1
В.	What type of jobs for juveniles would you recommend?		
	•		
c.	Do you think the City of El Centro should create these jobs from more taxes?	Yes	_ 1
Drug	/Alcohol Counseling		
A.	How do you think the City could best accomplish counseling to drug and alcoholic people		
	•		
В.	Should the City establish drug counseling programs?	Yes	_ 1
c.	Do you think the City should subsidize existing Drug/		
	Alcohol Counseling Program? If so, where should the money come from?	Yes	- <i>I</i> V
	•		
D. ·	Do you think the City should work with existing Drug/Alcohol Counseling? If so, what role should the City play?	Yes	_ N
Hous:	ing and Apartments		
A.	Do you think the City of El Centro needs more housing? If so, circle one:	Yes	N
	(1) Low Income		

(2) Moderate Income(3) High Income

B.	Do you think the City of El Centro needs more apartments? If so, circle one:	Yes	- No
	(1) one bedroom		
*.	(2) two bedroom (3) third bedroom		
	(5) Charle peditoon		
C.	Do you think the City of El Centro needs more low income		
	housing for Senior Citizens?	Yes	N
		and the same	-
You	th Counseling for Delinquent Children		
Α.	Do you think the City Police Department should establish		
	a department for counseling delinquent youth?	Yes	- N
פ	Do way think the El Centus Decreation Department can help		
B.	Do you think the El Centro Recreation Department can help delinquent youth?	Yes	N
	If so, please state how	. 162	- 14,
	it so, prease state now	•	
	•		
c.	What role do you think the City of El Centro should play		
	in counseling delinquent children?		
		-	
	•		
Add:	itional Recreation Program and Park Facilities		
Α.	Do you think the City needs more Parks	Yes-	RT.
EX+	If so, where should they be located?	. 165	- 74,
	ar boy miles broade bridges about our		
	•		
B.	Do you think the City of El Centro needs a public pool?	Yes	No
	If so, where should it be located?	·	
	•		
	And how would you suggest it he financed		
	And how would you suggest it be financed	-	
c.	What type of Recreation activities would you like to see	•	
	the City involved in?		
Chi]	d Health Clinic		
	That was a second of the planting in children horith		
Α.	What role do you see the City playing in children health		
	clinic? Please circle one:	•	
	(1) Subsidizing Agency		
	(2) Making space available		
	(3) Establishing City own program		
	(5) Haddhianing City Own Program		

8.	Aid	to	the	Permanently	and	Totally	Disabled
----	-----	----	-----	-------------	-----	---------	----------

A. Which of the following do you think the City should be doing?

Please circle one:

- (1) Subsidizing Agencies
- (2) Work with Agencies by allowing them to use City own facility?

9. Day Care

- A. If a day care was available in your community would you: Please circle one:
 - (1) Send your child
 - (2) Know of any children (in your area) who would go?
 - (3) Would not want to see one in your community?
- B. If a day care was available in your community, would you like to see a:

Please circle one:

- (1) Low Income Center
- (2) Moderate Income Center

10. Adult Education Classes

	do you thin		ol should b	e located	and w
nould be	e financing i	t?			

Thank you for your cooperation,

B.J. Solomon

Administrative Assistant

A Special Service to El Centro Resident

In between Part One and Part Two of the Survey, the City Human Services Information Center, Y.E.S. Students conducted a city wide apartment survey. The purpose of this survey was to form a listing of apartment in El Centro for perspective apartment seekers.

By gathering this information we now offer our resident, a One Stop Apartment Listing, that will allow them to obtain the following information. (See Appendix C for additional information)

Owner Name
Location of Apartments
Monthly Rent———amount of deposit
Number of Bedrooms
Furnish or Unfurnish
Number of Children Allowed

A Special Low Income Committee

A low income committee has been appointed for developing Eastside resident awareness of problems, issues and opportunities. This committee participation is a necessary part of the planning process, only through this committee participation can the survey truly reflect the desires of the people and thus become a valuable yardstick in achieving community goals. Participation from this citizens committee would be in three distinctive phases:

- a. Recommending on priorities
- b. Providing input to program planning
- c. Providing feedback on the services being provided or not being provided.

If this committee does work out as expected, I would recommend that the City set-up others.

New Volunteer Group Form by the City H.S.I.C.

The City of El Centro H.S.I.C. has also established a Human Service Volunteer Listing, names were acquired by a house to house survey. (See Appendix D) The purpose of this listing will be to have at all time names of residents who are interested in volunteering some of their times in the various areas of Human Services.

A New Information Exchange Program

The City H.S.I.C. staff has put together a newletter outline to discussed with other agency a communication tool for use by officials, agencies, and the public (see Appendix G). This would allow agencies to build a three way flow of information between those who decided on funding programs (locally elected officials), those who operate them (public and private agencies), and those who receive their services (clients and citizens).

Listing of Job Opportunities

The Human Service Information Center has also established a Job Opportunities Listing at City Hall. With the cooperation of the local Employment Development Department the City now gets a cut out sheet from the E.D.D. Office listing all the available jobs through out the City and County. One job listing appears on the Public Works counter, while the other one appears on the counter of the Finance Department. (see Appendix H)

Field Survey Part 11

The total number of at home resident (21 or over), that participated in Part 11 of the survey was 825. The figures below indicated the number of vote that each items receives totally during Part 11 of the survey.

1.	458	Jobs for Juveniles
2.	554	Job Opportunities
3.	449	Druz/Alcohol Counseling
4.	1,43	Housing and Apartments
5.	376	Additional Recreation Program and Park Facilities
6.	357	Youth Counseling for Delinquent Children
7.	223	Day Care

8. 214 Aid to the Permanently and totally disabled 9. 207 Child Health Clinic

10. 187 Adult Education Classes

The break down for the top five vote getter for each of the nine areas during part two of the survey are listed by area on Appendix E. The objective in listing the top five in each area from part 1 and 2 of the survey, is to define each dilemma, see if they are the same, and develop a program for implementing aimed at achieving neighborhood awareness.

Total number of people who took part in the survey was 825, out of this number 554 people which represent 67% of the total responded to question # 1Job Opportunities. (a simplified version is broken down and listed below).

DI DATE	people who took	Actual Number of Votes Re-	Per Cent of total
NAME	part in Survey	ceived	
Job Opportunities	825	554	
Jobs for Juveniles	825	458	56 %
Drug/Alcohol Counseling	825	449	54 %
Housing and Apartments	~ · 825	443	54 %
Additional Recreation Prog and Park Facilities	gram 825	376	46 %
Youth Counseling for Delinquent Children	825	357	43 %
Day Care	825	223	27 %
Aid to the Permanently and totally Disabled	825	214	26 %
Child Health Clinic	825	207	25 %
Adult Education Classes	825	187	23 %
	Jobs for Juveniles Drug/Alcohol Counseling Housing and Apartments Additional Recreation Product and Park Facilities Youth Counseling for Delinquent Children Day Care Aid to the Permanently and totally Disabled Child Health Clinic	NAME part in Survey Job Opportunities 825 Jobs for Juveniles 825 Drug/Alcohol Counseling 825 Housing and Apartments 825 Additional Recreation Program 825 and Park Facilities Youth Counseling for 825 Delinquent Children Day Care 825 Aid to the Permanently 825 and totally Disabled Child Health Clinic 825	people who took part in Survey ceived Job Opportunities 825 554 Jobs for Juveniles 825 458 Drug/Alcohol Counseling 825 449 Housing and Apartments 825 443 Additional Recreation Program 825 376 and Park Facilities Youth Counseling for 825 357 Delinquent Children Day Care 825 223 Aid to the Permanently 825 214 and totally Disabled Child Health Clinic 825 207

Appendix F will show the actual number of resident who took part in both survey. Actual statistics acquire from Part 11 of the survey are as follows:

Total number of people who participated in the survey 825

1.	00	Cpportunities		
	A.	Should the City encourage industry to locate in El Centro?	85% Yes	13% No
	В.	Do you feel we need more job training?	75% Yes	22% No
/	C.	Should the City of El Centro apply for more Federal funded		
		job programs?	65% Yes	35% No
2.	Job	s for Juveniles		
	A.	Should the City of El Centro apply for more Federal funded		
		Job programs for youth?	82% Yes	19% No
	В.	What type of jobs for juveniles would you recommend?		
1	C.	Do you think the City of El Centro should create these jobs		
		from more taxes?	29% Yes	
3.	O THE	g/Alcohol Counseling		
	Α.	How do you think the City could best accomplish counseling to drug and alcoholic people.		
	-			
	В.	Should the City establish drug counseling programs?	83% Yes	16% No
	C.	Do you think the City should subsidize existing Drug/Alcohol Counseling Progrem?	61% Yes	34%_No
J		Do you think the City should work with existing Drug/Alcohol Counseling?	82% Y es	23% No
+•	Hous	sing and Apartments		
	A.	Do you think the City of El Centro needs more housing?	83% Yes	14% No
		(1) Low Income 26% (2) Moderate Income 56% (3) High Income 3%		
	B.	Do you think the City of El Centro needs more apartments?	79% Yes	20% No
	•	(1) One bedroom 10% (2) Two Bedroom 45% (3) Third bedroom 24%		
1		Do you think the City of El Centro needs more low income housing for Senior Citizens?	92% Yes	8% No

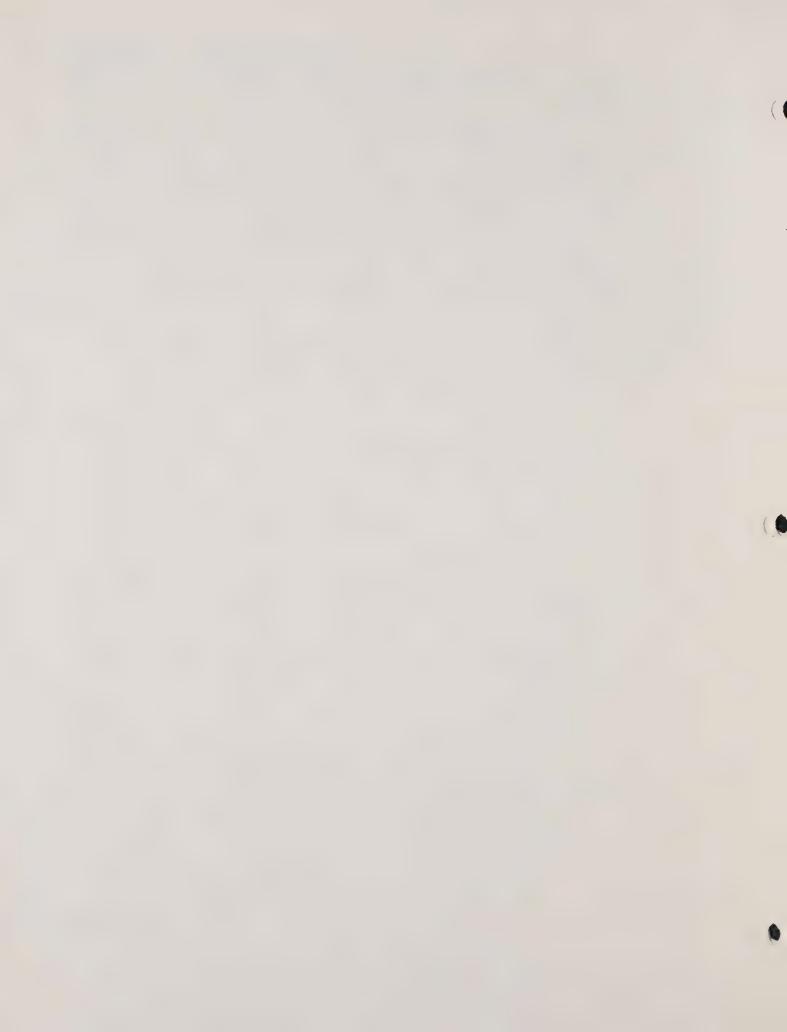
5.

You	th Counseling for Delinquent Children
Α.	Do you think the City Police Dept: 5 should establish a Department for counseling delinquent youth? 78% Yes 14% N
в.	Do you think the El Centro Recreation Department can help delinquent youth? 66% Yes '5% N
c.	What role do you think the City of El Centro should play in counsiling delinquent Children?
6.	Additional Recreation Program and Rark Facilities
	A. Do you think the City needs more Parks? 58% Yes 36% No
	B. Do you thin the City of El Centro needs a public pool? 75% Yes 21% No
	C. What type of Recreation activities woild you like to see the City involved in?
7.	Child Health Clinic
	A. What role do you see the City playing in children health clinic?
	(1) Subsidizing Agencies 16% (2) Making space available 138% (3) Establishing City own program 51%
8.	Aid to the Permanently and Totally Disabled
	A. Which of the following do you think the City should be doing?
	 (1) Subsidizing Agencies 12% (2) Work with Agencies by allowing them to use City own facility? 84%
9.	Day Care
	A. If a day care was available in your community would you: (1) Send your child 35% (2) Know of any children (in your area) who would go? 43% (3) Would not want to see one in your community? 23%
	B. If a day care was available in your community, would you like
	to see a: (1) Low Income Center 34%
	(2) Moderate Income Center 73%
0.	Adult Education Classes
	A. Who do you think should be teaching these classes?

B. And where do you think the school should be located and who should be financing it?

The data collected in this report, can also be used as a means of uncovering the needs and characteristics of people requesting services in order to determine if these services are meeting the needs they were designed for.

Phase 111 of this report talks about my recommendations and summary.



HUMAN SERVICE INFORMATION CENTER

PROGRAM PLAN

PART III

MY RECOMMENDATION

- 1. Employment
- 2. Alternatives for Youth
- 3. Drug/Alcohol Counseling
- 4. Housing and Apartments
- 5. Addition Recreation Programs & Park Facilities
- 6. Special added section pertaining to Senior Citizens
- ~ 7. Y.E.S. Students Letters about spending the summer working for the H.S.I.C.



EMPLOYMENT

Unemployment has created a great drain on community resources. Approximately one-half of the unemployed are seasonal workers. To some extent these people may anticipate seasonal lay-offs and may therefore, have prepared for their unemployment financially. But with current inflation and the high number of low-pay jobs in El Centro, many workers probably could not prepare adequately. It can be assumed that at least one-half of these people will require some services other than employment assistance during their unemployment. Thus, an added burden is placed on the community as unemployment goes up.

An equally important problem in this country is the high number of people who are under-employed, i.e., an jobs with low pay and usually low status. The rising cost of living at this time makes this an even more serious situation. A large number of these workers periodically require social service assistance such as subsidized health care, food stamps, legal aid, etc. Again community resources are strained.

Another local problem which must be addressed and solved is the status of women and minorities in the labor market.

Recommendation:

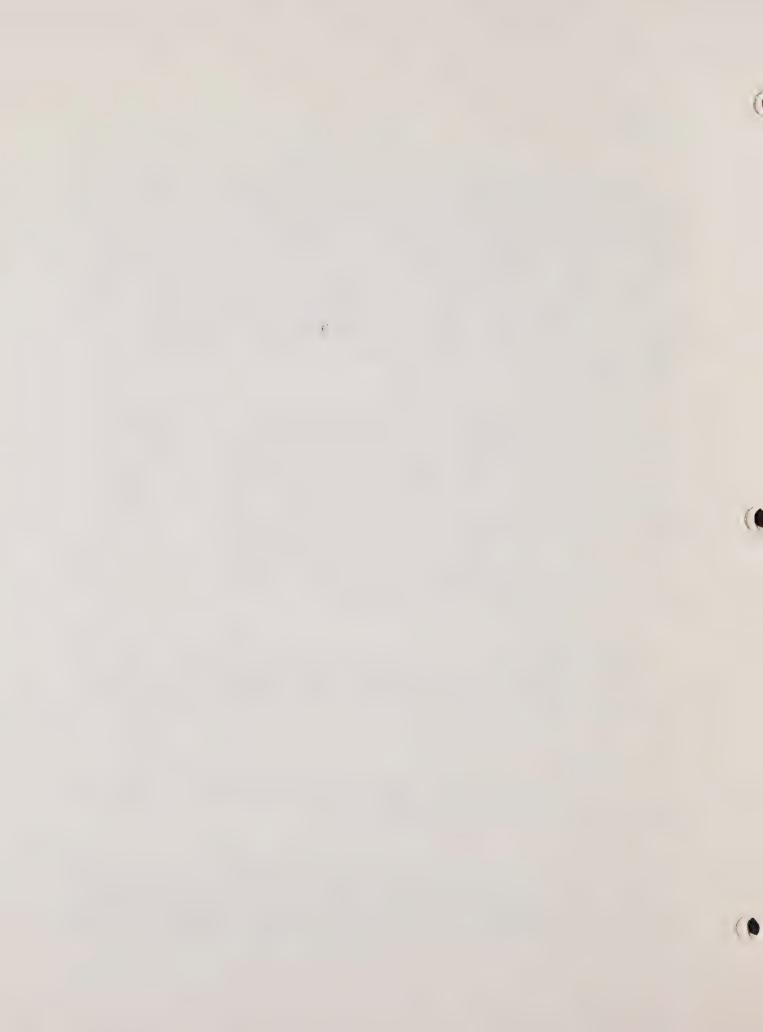
By encouraging industry to locate in El Centro we can lessen the costs of public and private social assistance in this community and insure a decent life for its citizens.

Objective:

Encourage E.D.D., C.E.T.A., and I.V. College to concentrate some job recruitment efforts in high employment area.

Benefits:

By effectively coordinating the manpower resources in El Centro, and focusing then in residential area with high priority employment problems, services to resolve these problems are more directly assessible to a larger



portion of the population in need.

Impact Problems

Would require a facility in or near downtown El Centro to co-ordinate the resource.

ALTERNATIVES FOR YOUTH

An indication of the community's capacity to meet the special needs of its youth can be seen from the extent of time spent in negative, though not necessarily anti-social, activities. Specifically, a look at the number of youth leaving school, abusing drugs, or getting into trouble with the police can give an overview of the pursuit of negative alternatives.

There is a sizable out-of-school youth population in El Centro. Among the reasons for their not being in school may have been an inability to benefit from standard classroom styles, being forced into the job market to increase the family income or pregnancy. As many as half of these persons were unemployed.

Also, there are a number of El Centro youths involved in drug abuse. According to 200 youth survey approximately 60% of them between the ages of fourteen and eighteen years all from El Centro said they were moderates to heavy users of a dangerous drug. Recently, it has been established that alcohol is fast becoming the nation's number one drug abuse problem among teen-age youth. While there is a limited amount of informal counseling and drug education available in El Centro, services are not designed to relate to the needs of minority youth.

Other evidence of the negative use of time comes in youth arrests, which are mostly "juvenile" offenses instead of the more serious felony crimes. A partial picture is available by looking at youth arrests which end in referral to detention authorities. Through review of County Probation Department statistics, a number of conclusions can be drawn. The extent of negative uses of time by youth in El Centro reflects upon the community's ability to meet the needs of its youth. Some of these problems can be met through already existing facilities; others require new programs within the

city. For the out-of-school youth population the City should work closely with continuation school, because they provide a more personalized educational style to engage the learning interests of youth who would otherwise drop out. To accommodate students who leave school for economic or pregnancy reasons, more Adult Basic Education programs should be used. Certainly one strategy in dealing with the pursuit of negative activities by youth is through the provision of positive alternatives.

An attempt should be made to provide lodging and activities around the old safeway building since many youth spend time during the summer months there.

Objective:

To develop a youth action plan which identifies and sets forth a method of co-ordinating resources of various agencies, including the school district, Police Department, Economic Opportunity Board and the youth themselves.

Benefits:

Local agencies and residents are more knowledgeable of youth problems. If the intent of revenue sharing is to be carried out, decision making would truly be localized.

Problems:

Possible political conflicts between the state and local governments in the decision making process.

DRUG ALCOHOL COUNSELING

A. Existing programs are not adequate to meet Imperial County's needs in that most of the existing community based programs are under-financed and understaffed.

Also, there just are not enough of them to handle the caseload. It is not proposed that many of the existing programs can do a much better job in the area of treatment and rehabilitation. Too, different individuals need different treatment; therefore several small, differing programs are considered to be more successful than a few large institutionalized programs.

- B. Some existing programs should be expanded, particularly those community based programs which do not deal with the hard core addict or alcholic who requires a one to one relationship. Programs which provide counseling and other rehabitilative programs for drug and alcoholic abusers.
- C. New programs such as Community Rehabilitation Centers should be established. Such facilities housing 10 to 15 individuals would provide a semicontrolled environment for drug and alcohol abusers attempting to return to a normal way of life. Individuals living in such a facility would be required to conform to the rules of the program and participate in counseling and therapy sessions as needed.

HOUSING AND APARTMENTS

Housing in El Centro, in general, is older and expensive in relationship to the incomes of families in El Centro. The mobile home industry has replaced low-cost housing as a means for lower and middle income families, and retired people to provide shelter for themselves. Though mobile homes are less expensive on a monthly basis, maintenance and upkeep are generally more expensive than a house. However, the major financial problem faced by buyers of mobile homes is a large cash outlay for which no further economic benefits are derived. Mobile homes depreciate in value as compared to permanent home which appreciate in value. At the end of 10 years, mobile homes have depreciated 54%. This is in contrast to homes in El Centro, which sold for \$10,500 when constructed approximately 15 years ago, and are now being sold for \$27,000 to 29,000.

Though it is true that mobile homes are subject to greater taxation because sales tax is involved in the purchase of a mobile home, three significant human problem factors remain: (1) sale tax stops being paid at the end of the transaction; (2) assessed valuation of the land skyrockets placing an additional burden on the buyer, who is generally not economically well off, and (3) depreciation of the units lower significantly, the taxes paid by mobile home owners. This means that there will constantly be a high risk factor for bankruptcies and repossessions and that mobile homes only remain a tax asset to the community as long as new homes replace old ones, approximately every 10 to 15 years. Despite all this, many families find mobile homes their only alternative for obtaining adequate shelter. Because prices have jumped so dramatically in the last four years that it is more significant to talk of costs in relationship to level of income. As

mentioned previously over 50% of the families in El Centro could not afford, under present economic conditions, to purchase a home on the market.

As persons with higher incomes purchase new homes in the City, older homes become available for purchase or rent. This trickling down of housing units from one income level to another is not sufficient to meet the housing needs of poor or austere families however. Until the housing market level off, there is no forseeable solution to this problem. The high rent cost for apartments, along with there many rule & regulations, no kids, one kid, no pets, etc., has caused many would be apartments dweller to purchase mobile homes.

ADDITION RECREATION PROGRAM & PARK FACILITIES

Recreation for the youth centers principally around elementary-junior and high school complex. A swimming pool at the high school is used by the public for a few hours during the summer month. Bucklin Park is a fairly large recreation park, but is under used by the community.

Recommendation:

City Recreation Department establish more family recreation programs.

City Recreation Department establish more year round programs.

City Recreation Department establish a program for senior citizens.

City Recreation Department re-establish old swimming pool.

SENIOR CITIZENS

To discuss the "plight" of senior citizens it must first be recognized that the lives of this group of people vary as greatly as any other broad classification of individuals. There are many persons over age 60 who lead full rewarding lives. They maintain themselves as participating member of the greater community and require little outside assistance. The concern is not with these citizens other than, perhaps, as a "yardstick" by which to view their less fortunate peers. An alarming number of older people continue to live in various stages of need in areas such as those identified by research of the 1971 White House Conference on Aging:

income
health and mental health
nutrition
education
employment and retirement
retirement roles and activities
transportation

spiritual well being

While it is true that local government is not the provider of these substandard incomes, there are several reasons this information is important to local public officials, and local private social service organizations.

- 1. <u>Initiative</u>: So long as these incomes remain inadequate, more responsiblity should be assumed locally in non-income need areas.
- 2. Advocacy: Local government as well as private social service organizations should become active advocates for the aged in their constituencies and critical of unproductive effort and areas of neglect, while working constructively toward solution of identified problems, both within and without their jurisdiction.
- 3. Assessment: As long as incomes remain sub-standard, this type of data must weigh heavily in assessment of senior citizen needs.

 The large number of senior citizens who suffer while living on inadequate income must be considered the prime target group within the older population.

It is important to look at other circumstances contributing to the plight of these aged citizens. Perhaps the second most important problem in this group is their "spiritual well-being" or "mental health". Our society has developed a negative concept of aging. In other times and places, the aged of a society were held as a valuable asset; in America, there is a tendency toward a concept of "uselessness" in old age. Older Americans withdraw, become isolated, negative - wait to die. Children disappear to pursue their own survival. As income and usefulness decrease, appetite diminishes, health fails, initiative disappears.

SENIOR CITIZENS HOUSING

It has been noted that some senior citizens maintain positive self-cepts and remain independent and functional. It should be the first goal to create circumstances by which all senior citizens can do so. The first most pressing need for the city senior citizens is for the creation of low-cost, housing units designed specifically for the elderly. A second housing need of senior citizens is some form of relief from costs of retaining their own home. Many of the elderly loose their home from inability to meet tax and insurance costs.

Tax relief, income supplement, some form of subsidy must be found, or these people will add additional pressure to the low-cost rental market. Health, nutrition, transportation, (the circumstances remain the same), low income senior citizens cannot afford adequate services. Without motivation, the elderly senior citizens, may not utilize many of the existing services available.

This point to the need for a concentrated comprehensive approach to solving senior citizens problems and co-ordinated system for delivery of services and remotivation for the elderly.

Recommendation:

To imporve the quality of life for senior citizens.

Objectives:

Provide decent, safe housing for seniors within the central city area or at some other location within easy walking distance of the downtown area.

Benefits:

Maintain seniors near Parks and Recreation.

Maintain seniors near stores.

Maintain seniors near health and other supportive services.

Maintain a permanent population in downtown El Centro as a factor in lowering the crime rate.

Impact Problems

Possible conflict with commercial development.

CONCLUDING COMMENTS

The scope of the problems presented in the previous pages, are obviously too great to be eliminated in any one budget years. However, the unmet social needs of people in El Centro are still at a size where they can be minimized though plans and actions directed at early detection and treatment of problems.

This type of process will be more expensive in the short run and far less expensive in the long run. For example, a high quality, high cost juvenile delinquency treatment project, which quickly rehabilitates youthful

offenders is far less expensive than dealing with juvenile delinquents in an inexpensive and unproductive manner over several years. Court costs, detention costs, probation costs, police protection costs, would go down as quality programming goes up.

Within a five year period, all of the goals and objectives could be reached, with federal, state and local funds and private investments, particularly in the housing industry. The social planning study indicates that all expertise necessary to realize these goals and objectives does exist in El Centro, but it will only be utilized properly with a close coordinating relationship between public agencies, private agencies, and governments.



Summer Survey

Out of all the different jobs I have had in the past summers there has never been one as exciting, halerious, informative, and experienced in the field of communicating with people. Perhaps it will be a job that I won't forget for the rest of my life. Having people such as Lina, Terry, Silvia, Robert and Virginia each having their owen and unique character and physical attraction which ties up to make up a very special and beautiful group. A group with no prejudice of each other. A group that helps each other, or at least tries whenever someone has a problem.

Communicating with people has been one of my major problems. I don't think there would have been a better job to help me out speaking with people than the one of surveying. Going door to door helped me express myself better and better as I went on.

At the beginning of our job we had the opportunity to have a little experience in office work. All of us had the chance to answer the telephone. We all know how to run the xerox printing machine. Some of us filed information, computed mathematical problems to find out how many votes went to each different area. The thing that I found out most interesting to know was how the people fell in so many catagories and had a pattern to their age, income, and area in which they lived in. I've learned that there's generally five main groups in El Centro. With just the look of the house and the person who lives in it I can tell you what he or she will respond to you if you ask him your doing a city survey. The first group is generally located in the east and north sides

with anything that will improve the community, even if they're ninety years old, have arthritis are blind or any other thing that another person would use as an excuse to get away from doing the survey. The second group are people with a little better income than the first group. This is the young group usually people that have just been married or are young ranging from ages twenty to thirty years old. This group seems to be very interested in the project of the survey. In doing the survey it seemed that they knew very well what was going on in El Centro. They were willing to take part in it not just by doing the survey but putting their opinions that they thought would best solve the problems. On this group it was very difficult to pinpoint in which area they were located. It seemed to be all scattered all around El Centro. The third group has one thing simuliar with the second group which is that they have about the same income. The rest is completely different. First is their age usually from thirty years and up. These people seem like they always have something to do and never have the time to do anything. To me it seemed it was just pure laziness to skip the survey. They made excuses such as I'm feeding my baby, I'm baking a cake, I was just fixing myself to leave, I have an emergency call for surgery and have to leave right away even though he didn't leave for about an hour, or just simply I'm to busy right now could you come later. This section was located on the south west part of El Centro and the centralized residents. The young people with a very high income is the fourth group. These people seemed to have a great interest in the problems in El Centro. They took their time about it and were very serious about the questions they had to answer. The group was also very curtious and treated you with respect. This group was also spreaded all over El Centro, where ever there were high income residents. The last group are also with a very high income, but much older people. These persons don't want to be bothered by anything, they won't even bother to see who is at the door. This group lives at the far west side of El Centro.

For my conclusion for the people of El Centro my opinion is that about forty percent of the people care about the different problems and situations in the city, the other sixty percent seem to have doubts about city, there always complainting that they never do anything. That they need completely new people to run the city.

Ben Solomon was the person in charge of the survey and I personally think he did a great job in the supervision and administration of the job. He had his plans well coordinated. He was well established in his work and knew what there was to do next. Working with Ben made me feel more responsible for the job because he had faith in us. When ever we had an area to do we had the responsibility to finish without Ben being on our backs. In the time I worked with Ben I found out that he had a great ability in dealing with problems. During our survey we had many problems, problems that not just anybody could solve. Ben solved the problems step by step without any stammering. He's doing fartastic in his work and knows what he is doing.

To me the survey is the best and most effective way to find out what the city lacks and its current problems in El Centro. Now that the survey is over I think the city have a pretty good idea what the peoples needs are and will hopefully take a step forward into improving its problems.

The last but not least thing I would like to talk about is the friendship of seven different people. I know I met seven nicest persons that I can relate to. To me these seven good looking people were the ones who made the job to me more interesting. With them working with me this job would have been a very boring job.

By

Jose Marcial

WORKING AT THE CITY HALL

This is my experience on the survey we were doing. I started working the 1st day I came to work, June 21, it was Terry, Virginia and I. Lina, Jose, and Robert didn't start until the next day. Well anyway Ben, our supervisor explained to us what the survey was about. After he explained he took us to area 1 and demonstrated how we should do it.

Well we started going house to house after lunch. I was scared to death because I never had done anything like this before and I was always scared to talk to people, because I have known people who were prejudice against Mexicans. Well anyway we finished areas 1 & 2, the people were real friendly until we got to area 3, there I didn't feel confortable in that section of town. In area 3 there are more rich people with rich houses and I'm not use to being around these type of people. What I noticed the most about area 3 was that when I knocked on the peoples doors, they looked at me as if I was something funny. And when I was telling them about the survey they didn't even want to do it, they would say they were to busy, or they didn't want to be bothered with it. One other thing I learned by doing this survey was that the rich people and some of the middle class people don't want to take the time to fill out one sheet of paper. But the poor people that are really busy doing their house chores take time to do our survey it's really weird. Well anyway I got use to being turned down, at first it bothered



me but then I would think to myself, "I won't let it worry me," so I didn't.

But in area 4 a particular incident happened, we were told to stop the survey for 1 day this was on Tuesday of the 2nd week. So on Wednesday our supervisor Ben Solomon told us that how would we feel about carrying a I.D. card. Well to me I felt the I.D. cards were a good idea, but what I didn't like was that they checked up on us to see if we had a criminal record, why don't they check-up on everybody that works for the City. Those I.D. cards were too big, they should've had small I.D. cards to put them in our wallets. Then the day after we received our I.D. cards we went on with the survey. We did areas 4, 5, 6, 7, 8, 9, without any trouble. So then we started with the 2nd survey it was a little harder then the 1st survey, because it was 3 pages long with 10 selections, but the people were suppose to pick 5 selections and answer the questions under the 5 that they'd pick. But we went through and finishing the survey. Now that were finished with the survey, were inside City Hall, I have been typing some apartments forms.

I've really learned alot by working at City Hall, especially during the survey. I never knew El Centro had that many streets. What I found out though was that there are a let of prejudice people in El Centro, they judge us by our race, by our ages, "teenagers." But it still was a good experience.

Our supervisor Ben Solomon is really nide, and I liked having him for a boss, he always trusted us, we never gave him any reason to doubt us. If we had anything to say about anything we always told him; were all real close to him. One other thing I can say about him is, that he's been the nicest boss I've ever had.



All the other bosses were nice but I could never ask them questions, with out always feeling scared.

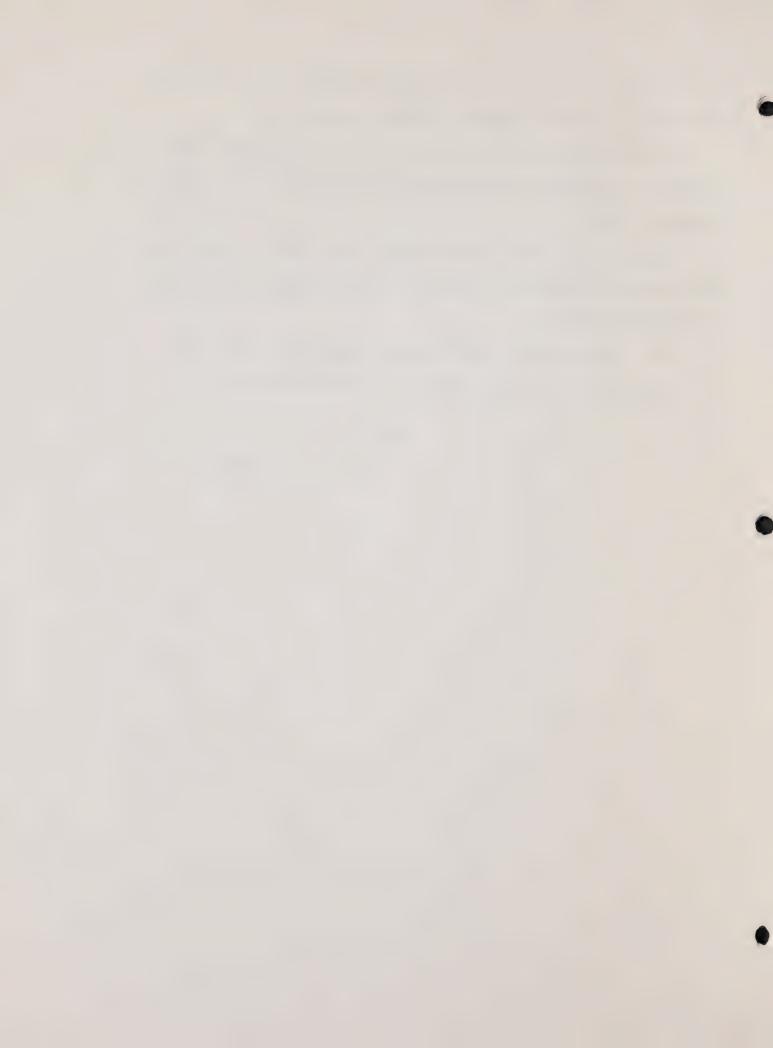
Another good experience I had was inside City Hall, I answered the phone only for awhile, then the others got to answer it too.

August 16, we started another survey this survey was going house to house and asking them if they wanted to be a volunteer helper.

But best of all I got to know the people that were working with me. It was really a good experience.

By

Sylvia De La Cruz



I was referred to this job by the Y.E.S. program. Sylvia, Terry and I were sent here, to City Hall to work as Survey Aids for Ben Solomonas Lina, Jose and Robert were sent the next day.

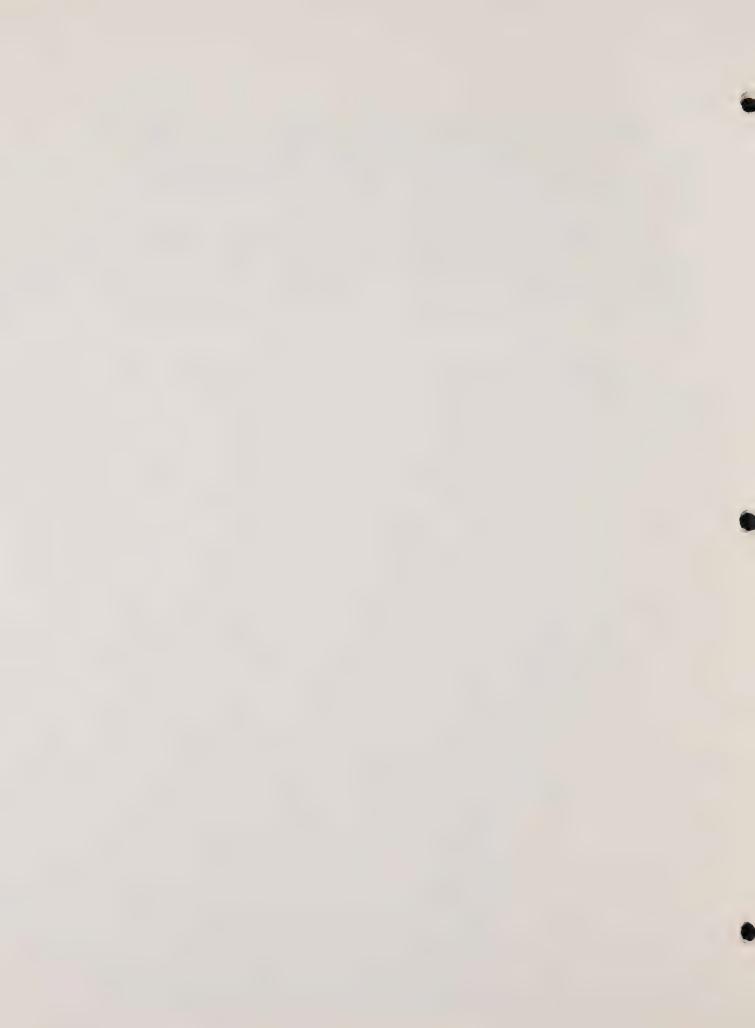
Ben explained to us what the Survey was about and what we were to be doing: The survey cosisted of 30 items, we were to go house to house and ask people to select 10 items they thought would benefit the City most.

We started the survey in the north and east parts of the city, and by this time Ben needed someone to help collect the data and figures from the survey, so he placed me in City Hall. My duties here were to keep record of the Y.E.S. time sheets, type out letters: and reports, proof-read material, make copies for the survey and when Maria (Ben's secretary) was absent or on her breaks, I substituded in answering the phones.

The survey was now well under way in area 3 (by Bucklin Park) when Ben Recieved a phone call to stop the survey. We were then issued identification cards by the Chief of Police and all our records checked. All this resulted in much commotion, But in a few weeks all returned to normal and the survey continued with little difficulties.

As far as the job is concerned, the experience and education I have gained could not be replaced in a class-room. I now have first hand knowlede about people; the way we think and act and what makes us act the way we do. I have a more concrete understanding of what to face up to in a real job and life situation.

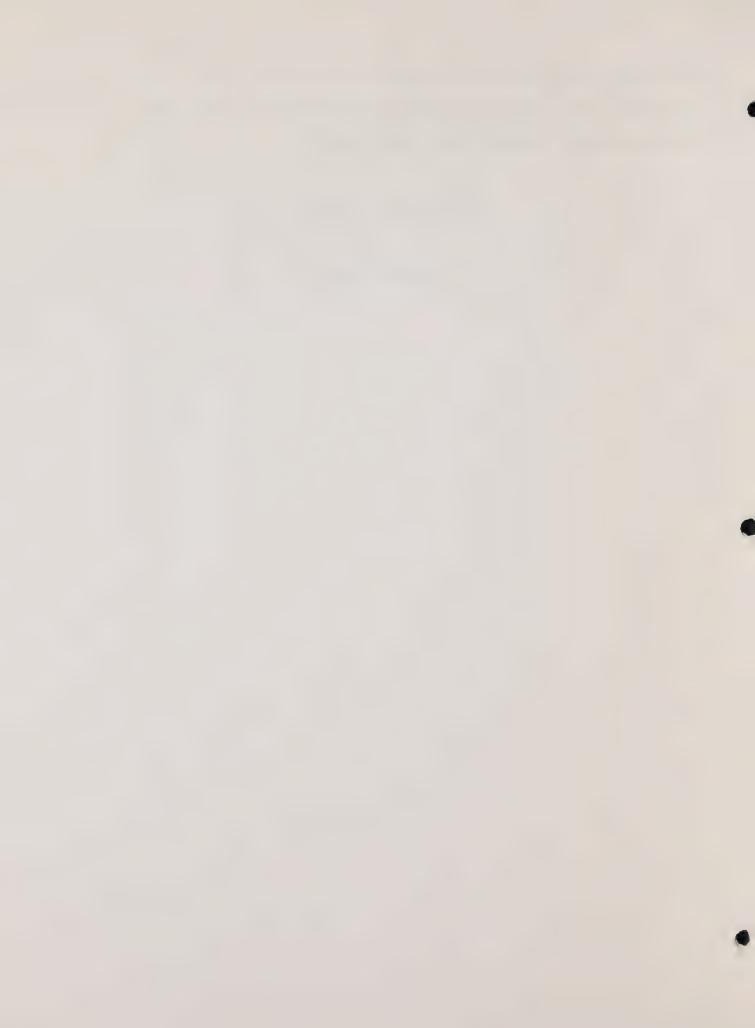
For the last part of my report I want to thank everyone I have been working with. There has become a feeling of togetherness among all of us, which makes us care for each other and others. Ben has been the most understanding supervisor and has become a very good friend to all of us.



Maria became like a sister to me, always there wanting to help. Sylvia, Lina, Robert, Jose and Terry became really great friends. It's good to know that there are still good people around.

respectfully yours,

Virginia Enz



Working at the City Hall

My experience working at City Hall and doing some surveying. The first half of my long written report is going to be about the survey. It all started June 21, 1976 when my first day on the survey we were all on the Northside of town. It went along great and so did the rest of it. Some people went along with the survey; that is why it was alright. When we went to the rich side of town, they would say they don't have the time when they knew they had to much time, but they didn't care about the City or what the City puts in it. It was six of us doing the survey. We all had our problems, but telling each other our problems we solved them for ourselves. As we went on we had more surveys to do. Then came the last week of work, we started another survey, and still most of the people couldn't spare an hour a week helping someone who needs it. Ben was our supervisor who put together all the surveys. He was the one who con you down to your last nickel, if If Ben is still around next summer and need someone with you let him. experience on surveys; I know he can count on Lina, Silvia, Jose, Virginia, Terry and maybe Robert.

Your's truly,

Terry Culton

Eusiness Administrative

Working at the City Hall

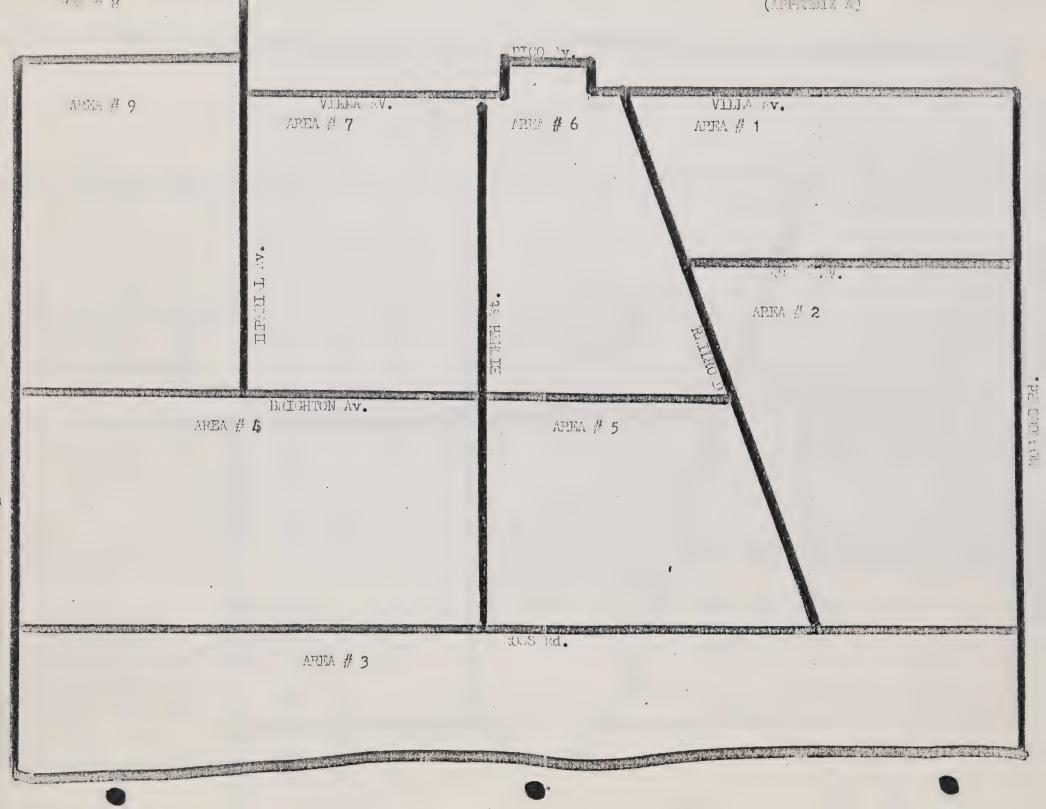
My experience working at the City Hall, was very educational I learned a lot plus I had a fun time working with the group, well while doing the survey, I learned that you couldn't trust everyone while doing the survey, but then I ran into alot of nice people that really interested in the survey.

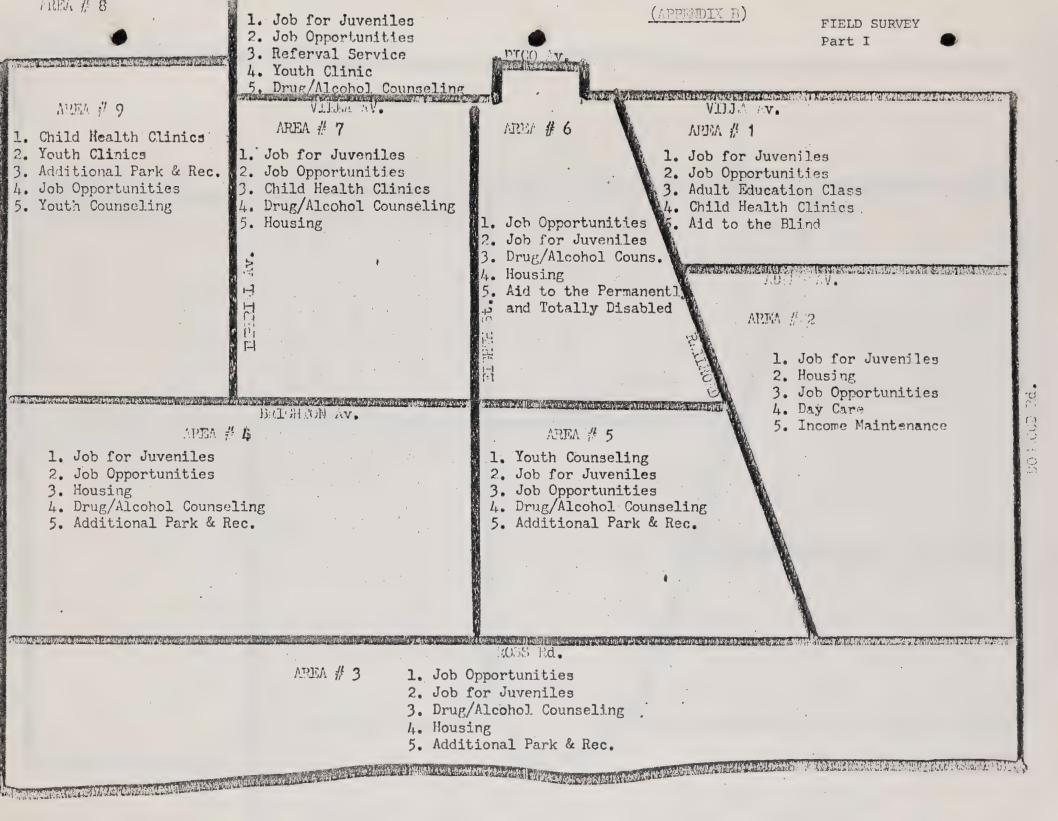
We did three survey's in all, the first one the people had to select the ten most important out of thirty, then we did another one but this time they were supposed to select the five most important items out of ten, then came the last one this time it was for the people who had free time, and would have liked to helped out other people.

We did other things besides the survey like run off papers, typed a little, plus marked maps for Mr. Alverado, we also learned how to answer the phone when Marin's was not in.

But the place I liked the most was outside with Lalo doing garder work like watering the plants, and keeping the place clean. But all in all I think Mr. Soloman was and still is a good supervisor cause he gave me the chance to do the things that I thought I'd never do, well that's my experience working at the City Hall.

Sincerely your's
Line N. Castro





LOCATION OF APARTMENTS	
NAME OF OWNER	MONTHLY RENT
OWNER PHONE NO NUMBER OF BEDR	OOMS
CHECK ONE FURNISHED UNFURNISHED	
UTILITIES PARTLY PAID PAID	NOT PAID
1. WATER 2. GAS 3.LIGHT	
DEPOSIT - YES NO IF YES HOW	мисн
CHECK ONE - HEAVY TURNOVER	
OCCASIONAL TURNOVER	
LOW TURNOVER	· -
PRESENT OCCUPANT HAS LIVED THERE YEAR	RSMONTHS
DOES THE LANDLORD PROVIDE ANY OF THE FOLLOWING	•
COOLING STOVE	
REFRIGERATOR CARPETS	
ARE CHILDREN ALLOWED?	
IF SO, HOW MANY?	
OTHER COMMENTS	

Very truly yours,



OFFICE OF CITY MANAGER

Dear Resident:

NAME

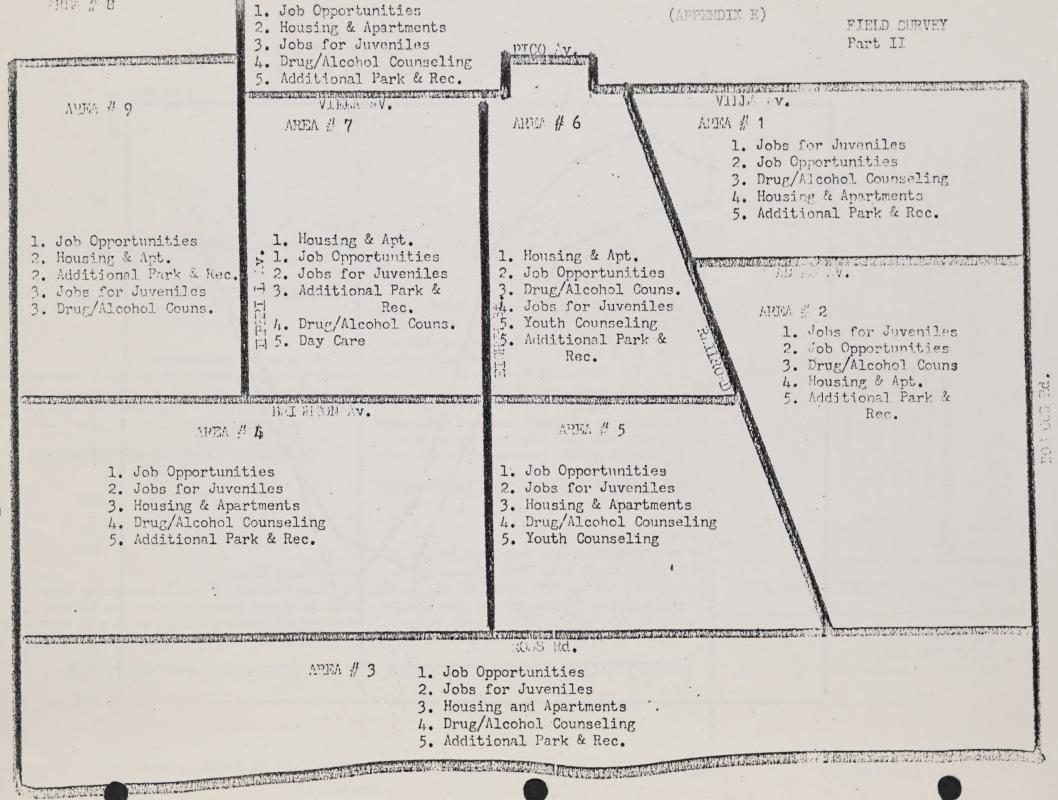
The City of El Centro is now in the process of establishing a Human Service Volunteer Listing. This list will contain names of residents who are interested in volunteering some of their time in the various areas of Human Services. If you would like to participate, please sign below, and check the area you would be interested in.

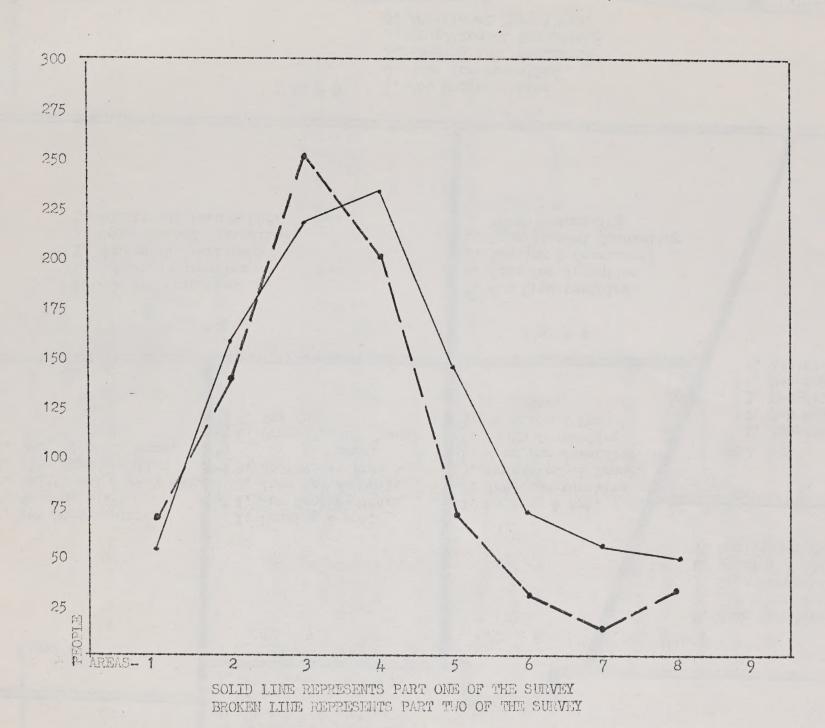
PHONE NUMBER	AGE GROUP:	(Please circle	one)
HOURS PER WEEK AVAILABLE	₹	16-25 26-35 36-45	. •
		45 or older	
Areas of Interest: (please check one)			•
Senior Citizens			
Chaperoning dances			,÷ .
Participating in field trips			
Youth Participation			
Expecting Monthers Program			
Pre-School Supervision			
Others			

For additional information please contact Ben Solomon, Human Service Information Center, 1275 Main Street, 353-4570. Thank you for your cooperation.

Ben Solomon

Administrative Assistant





PREPARED BY:

City of El Centro H.S.I.C. P.O. Ein 1701 353-4570

H.S.I.C. INTERAGENCY NEWSLETTER

This is an easy-to-mail format for annewsletter to provide information on a activities which would serve as the be cooperation and coordination of activition is explained in the main report. The types of information which right bin the newsletter are displayed here.

Health Department Prepares for Survey

Planned door-to-door survey on health needs of the city. This effort may prompt another agency to ask the Health Department to add one question for their use which could save this agency weeks of duplicated survey activity in the same area

New Program on Drug Abuse Information

The City Police Department's new program for providing information on the long-term use of using certain dangerous drugs and avoiding deadly combinations of certain drugs and alcohol. This may prompt other agencies, such as a crisis call center to ask the department to include their phone number in the publicity campaign since they may not have the staff to publicize their efforts.

New Federal Resources into County

This message may alert local agencies to planned federal programs so they may have more than the usual week or two to prepare programs, aimed at these resources where a clear need exists

Results of Annual Policy Conference

A summary on the Annual Policy Conferency of citizens, agencies and elected officials which may point out some of the crucial needs identified by this consortium in the two-day conference.

"RESOURCES FOR SENIORS" Prepared

Announcement of a listing of "Resources for Seniors" prepared by the Welfare Deparment.

(Fold here

CITY OF EL CENTRO

(Appendix H)

Employment Development Department (Cut out sheet)

PROFESSIONAL AND TECHNICAL OPENINGS

Electronics Technician
F M Radio Technician
Licensed Vocational Nurse
Maintenance Engineer
Manager Trainee
Bookkeeper
Electrician

CLERICAL AND SALES OPENINGS

General Clerk
Clerk Typist
Salesperson (Office Machines)
Desk Clerk
Secretary Receptionist
Sales Clerk
Key Punch Operator
Secretary

DOMESTIC OPENINGS

Day Worker House Cleaner

MECHANICAL OPENINGS

Auto Mechanic
Diesel Mechanic
Maintenance Mechanic
Farm Equipment Mechanic
Machinist
Service Station Mechanic
Transmission Mechanic
Sign Maintenance Repairer

FOCD SERVICE OPENINGS

Cook Food Server Beverage Server Bartender Chef

MISC. OPENINGS

Flagger
Sign Painter
Farm Equipment Operator
Maintenance Person
Cashier Checker
Instructional Assistant
Irrigator
Beekeeper
Collector
Security Guard
Detail Man
Harvest Hand



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